NOW MAKE WAY FOR THE HARROUN CAR

Known Engineer and Rac Driver Associated With Guy Monihan.

The mystery surrounding the resigname months ago of Ray Harroun company was solved in the news despatches of yesterday when the organisation of the Harroun Motors Corporation with its capital of ten millions was announced. The intention of the new company is to build America's grounded light weight touring car, make it out of pressed steel, sell it for \$595 and cap' it Harroun. The executive offices in the Dodge Power-Building. Detroit, and the plant is located at Wayng, just to the west of Detroit.

Assected with Harroun as president of the new company is John Guy Monihan, recently resigned as vice-president of the new company is John Guy Monihan, recently resigned as vice-president of the new company is John Guy Monihan, recently resigned as vice-president of the new company is John Guy Monihan, recently resigned as vice-president of the first of the Marion of the Klaxon Company and the capacity of its plant immediately doubled. This is necessary to take care of its greatly increased business. The Willys-Overland Company has closed a contract with the Klaxon Company for its entire supply of horns for a term of years and will therefore discontinue making its own looks. as office engineer of the Maxwell Motor



RAY HARROUN. Hends New Company.

lotor Company of Jackson, Mich., and formests with the Cole and Premier com-panies of Indianapolis, and F. A. Voll-brecht, former secretary, treasurer and general manager of the King Motor Car (guipany, the merchandising and production managers of two large motor car canonies, whose names will be car comparies, whose names will be announced later, R. Ward Macey, with Ford: Pranklin and Premier com-panick, and Paul Hale Bruske, promi-ment in automobile advertising from for-mer connection with the Studebaker and companies.

Ray Harroun, master motor car builder and designer, and John Guy Monihan, have for many years been prominent personalities in the motor car industry. It was Harroun who won the world's admiration as an automobile engineer and winner of the first great international sweenstakes race at Ininterpational sweepstakes race at In-dianapolis in 1911. Engineering ability and calif courage did it. In that same year John Guy Monthan made world

roun that I am sure will be successful.'
says Menthan. It has been tried and
proved. The car has 107 inch wheel
base latest wave line hody, and is driven
by R four cylinder, valve. In the head Again comes an answer to "the call of the Ford." Flato. Inc., has been appointed by a four cylinder, valve in the head high sneed Harroun type motor with three bearing cratisshaft developing 20 horse-power at 2,890 revolutions a minute, thus giving one horse power for each fifty-four pounds of road weight, and averages thirty miles to the gallon of gasolene. We will list the Harroun part of the car they may require.

car at less than \$600 completely equipped with starting, lighting and full complement of accessories.

"Harroun cars will weigh for shipment less than 1,850 pounds and have the distinction of being the first all pressed steel car ever effored the public. Harroun's magnificent efficiency as an engineer has designed a motor car that will make the country stans up and say; "There is the idea." I have so firmly fixed my own faith in the Harroun that I can see ahead of us only that success which comes with real achievement."

UNITED MOTORS BUYS KLAXON. Capacity of the Plant Will Be

Doubled.

il therefore discontinue making its own

cuted which provide for the exclusive use of Klaxon horns on all cars manu-

GARLAND BREAKS A RECORD.

Makes Pirst Automobile Show Sale of Year.

The Interstate four passenger car which George Garland of the Garland Automobile Company, Broadway at Six-ty-first street, will exhibit at the big show in January already has been sold. show in January already has been sold. So to Garland must go the credit of having made the first show sale—a hard

it all happened this way: Last spring a certain man ordered an automobile of a certain maker for delivery before the touring season opened. Try as they would, the company could not get this man's car through. Finally, with his vacation days over, the prospetive owner gave up the whole thing as a bad job and began to look elsewhere for a car for next summer. He dropped into Garland's last week and said:

"I have a friend who has a 1910 Interstate car that is running beautifully.

organization, which handles Dodge Bros. cars here, disported themselves. One event of the day was a golf ball driving contest between Capt. Hary L. Stratton and C. H. Jennings, Dodge Bros. New York district representative, refereed by H. A. Bonnell. Dodge Bros. Newark dealer, the prize for which was won by Mr. Jennings. It was a great get together day for Dodge Bros. men in this section and no doubt will prove to be an incentive for heavy fall work in the promotion of Dodge Bros. sales. "I have a friend who has a 1910 interstate car that is running beautifully.
He has good fun with it. I want to
place an order now for the four passenger show car you will exhibit here in
New York.

"I am leaving a cash deposit so that
I may be sure you will deliver the car
immediately after the show. I must
have a car next summer."

1917 ABBOTT HAS STYLE.

May Be Seen at 9 Central Park West.

One of the most individual 1817 motor cars shown so far is the Abbott-Detroit roadster now on the showroom floor of Longenecker & Sanders at 9 Central Park West. Its smart appearance and graceful lines taken in connection with the choice of color effects will appeal to the prospective car purchaser with forceful argument. It is worthy of inspection at this time.

and mulaging the first amateur "ocean to oceah" automobile tour across the United States, a trip from which has resulted the great interest in transcontinental touring and from which came the inspiration of the Lincoln Highway.

Ray Harroun is the designer of the new car, which will be named the Harroun Feebuse that name stands for intense—engineering ability, ingenuity. Skill om mental alertness in motor car design and building.

Moniban's belief in Harroun is without limit, "liay Harroun has designed and produced an automobile in the Harroun that I am sure will be successful."

Sparks Has Two Hobbies.

Capt. William Sparks of the Sparks—Withington vice is his famous Withington belief to the other is his famous Withington Zouaves on their thirteenth annual tour of exhibition drills and last week the company was one of the features at the Toronto exhibition. The Withington Zouaves is compact of Jackson young men who enjoy military drill and fancy manegures. Some of its members have been with the organization from the start in 1923. One of the meaning the company of the course was at the Grand Rapids fair in that year, where the corps attracted a lot of attention.

Flato.

Teaching Men How to Drive Automobiles for War Service.



A Scene in the Touring Car Repair Shops vo

THIRTY-TWO CARS Great Strength Minimized by Lack FOR SPEEDWAY RACE Automobile Row is just quieting down

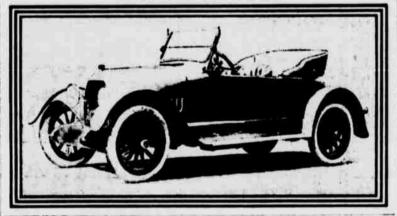
from an unsettled week which contained many outings, tours and distractions for its members.

The week began with the second antember 30 Promises to Be a Thriller.

Be a Thriller.

Such competition as this will demand every ounce of power and herve possessed by cars and drivers alike. Well over a hundred miles an hour must be maintained by the pilot who hopes to show in the first three positions. To insure the fastest pace for the actual race the officials have designated ninety miles at 12.00 miles to be rue on the race at 250 miles to be run on the Sheepshead Bay \$4,000,000 speedway, on September 30, at 2:30 P. M. Rarely in the history of motor car racing has there been such a combination of fast there been such a combination of fast the speedway management is assured for the Astor Cup race the officials have designated ninety september 30, at 2:30 P. M. Rarely in the history of motor car racing fast there been such a combination of fast there been such a combination of fast the speedway management is assured for the actual scentification of the fastest pace for the actual scentification of the fastest pace for the actual race the officials have designated ninety september 3. It is to be run on the sale of the fastest pace for the actual scentification of the fastest pace for the actual race the officials have designated ninety september 3. It is to be run on the substitution of the fast in the fast of will be surprise in the ranks of the knowing followers of motor car racing. The speedway management is prepared to take care of every one who wants to see the race. There are seats

Daniels 8 Roadster.



CROW COMPANY GROWS.

STRATTON A GOLF DUFFER.

of Form.

nual Colt-Stratton outing at New Dorp, Staten Island, where from 9:30 A. M. until 7 P. M. over sixty members of this organization, which handles Dodge Bros.

A. L. Godoy, president of the Crow Motor Sales Company, Inc., announces around the giant oval, which is un-Motor Sales Company, Inc., announces around the giant oval, which is unthe removal of their showroom to 1620 questionably the fastest automobile track is advisable to cover the clutch point in the world, is a total cash prize award foot rest with rubber to prevent the fost production of \$25,000. Or this amount the winner from slipping. Especially in wet weather the control of \$25,000 and \$25,000 a

ears and skilful drivers as will face Starter Fred Wagner in this de juxe speedfest, which the speedway management has arranged for New York's myr-

handle the Hollier, Crow Elkhart and Kine cars.

The Crow Motor Sales Company has recently been incorporated under the laws of New York with a capital stock But more than this, the race represents of \$25,000 and with branches in Wastington, D. C., and Havana, Cuba. The Chief structure of \$25,000 and with branches in Wastington, D. C., and Havana, Cuba. The Chief structure of \$25,000 and with branches in Wastington, D. C., and Havana, Cuba. The Chief structure of \$25,000 and with branches in Wastington, D. C., and Havana, Cuba. The Chief structure of the Chief structur One can also control the clutch action to better advantage.

A way of reducing the wear on the ington, D. C., and Havana, Cuba. The citing struggle for the honor of being ington, D. C., and Havana, Cuba. The citing struggle for the honor of being difference are: A. L. Godoy, president; declared the champion race driver of the system.

J. A. Jennings, secretary, and A. E. year by the American Automobile Association. In this connection the present stanting of the drivers, Resta having the champion of the careful handling of a car. If the driver starts 2,400 points, De Palma, 1,790; Aitken, and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries and stope his car with a jerk and tries are the control of the current have a system. 2,400 points, De Palma, 1,790; Aitken, 1,720; Rickenbacher, 1,570, and D'Alene, 1,120, insures a contest fought out to to turn corners on two wheels he can soon expect blowouts. It is estimated that by careful driving one can increase tire mileage fully 30 per cent. On some cars the brakes are operated the bitterest extremity to gain a few more credits in the race for this coveted title. And in addition to the cash prizes title. And in addition to the cash prizes there are several beautiful and valuable trophies to be annexed by the winner, notably the Bosch and Rayfield trophies.

The average spectator will scarcely realize, in spite of the fact that it is absolutely true, that the thirty-two cars which will circle the great track on September 30, represent a cold cash value of more than \$500,000, a sum greater than is expended on the most elaborate theatrical productions. Incidentally all this valuable property is in constant Jeopardy, and any one of a thousand minute chances of the track are likely to send them to the junk heap, torn anid riven wrecks of what they once were. Already several of the drivers are on the track practising for the big race, and from the time achieved in these trial spins spectators at the Astor Cup race are certain to be treated to the most thrilling contest ever staged. In spite of the expense involved the management of the speedway is determined to make the race an entirely popular event and has fixed the general admission price at \$1, while \$3 will entitle the ticket holder to an unreserved seats in the grand stand are priced at \$4, and boxes accommodating six persons cost from \$30 to \$60 according to location.

Entries have already been assured from Resta and his invincible Peugeot, the swept the boards at Cincinnati and Indianapolis a few weeks ago; Rickenbacher and his sturdy Maxwell, the two Mercers, which are ready for a gruelling contest after months of preparation, one there are several beautiful and valuable by cables. These cables should be in

BURFORD ONE TO FIVE TON Motor Trucks **EXCEL IN SIMPLICITY**

pital only a few weeks. Christiaens will be on hand with two Sunbeams, one of which he will drive, and in addition there

will be such sterling drivers as Chand-

Strength and durability are two big features of the Burford Trucis, but simplicity and economy are virtues which appeal to

the buyer, also. Phone 1191 Col. for demonstration. BURFORD & CO., Ltd., 1874 Bway.

ler and Lewis in their Crawford Specials. Deviln in a Duesenberg, Wilcox in a Premier and another car of that make with the driver not yet named; Tom Alley in his Ogren, the Frontenacs, the Omar Special, the Hudson Special and Harry Harkness's remarkably speedy team of Delages, which have been out when most needed. of competition since spring as a mark of respect to the memory of Carl Limberg, who was killed in one of them during the Metropolitan Cup race in May.

Such competition as this will demand every course of power and verys now.

A Few of the Many Touring Cars Awaiting Repairs

S. School Cars Returning From Road Tests -

MITCHELL NOW HAS LOCOMOBILE CO. HAS 'FOUR SEASON' CARS EXCHANGE CAR SHOW

George Stowe, Sales Manager, Has Them All on Exhibition Here.

The new Mitchell closed bodies for all four seasons are out and these new creations of John W. Bate, the famous Mitchell man, indicate the trend of next

Mitchell man, indicate the trend of next year's car designs,
"Every Mitchell body, closed or open, represents the best attainable in that class of car," says George Stowe, sales manager of the Mitchell Motor Car Company of New York, "and a glance at the new models now on exhibition in the Mitchell salesroom in the Circle Building shows that no limit as to cost entered into their construction.

"Tre trend certainly seems to be toward four season types—cars for whiter

ward four season types—cars for winter and summer—for fair days and for storms. One Mitchell car of this type serves for all the year around. It is never too cold for it, never too stormy and never too warm.

"The Mitchell Sedan, which is the

Springfield type, is finished, uphoistered and equipped like the finest limousine, but the seats are all inside so any one can drive it while sitting with the rest. The car has a dome light—the front seats divide, and with the two extra

still another passenger and changes readily into a very smart roadster— the top drops back and the side windows

drop down into the doors.
"The Mitchell limousine is the finest example of a luxury car. All wool willleord upholstering with allk drop curtains, three electric lights, telephone, tollet and vanity case, flower vases, smoking sets, Waltham clock, arm rests and auxiliary seats that face either way, are only a few of the dainty touches that make this car stand out from the mobile Company is unique in automobil.

and upholstered like the limousine, pack-age compartments, disappearing plate glass windows and dainty touches for bodies more superb or finer appointed

Will Continue All Week for Those Who Want Great Guaranteed Bargains.

Beginning to-morrow morning and continuing through the week the Loce mobile Company of America will hold at their local branch, Sixty-first street west of Broadway, an exhibition and sale of all the cars that have been taken in exchange by the various Locomobita branches on the purchase of new Local

is very enthusiastic over the quality of the cars that this exhibition beings to gether. "It is a fact," said Mr. Ke'n "that the average automobilist coming in to our ground floor showtcome nea week will hardly realize that he is the presence of used cars, for, as yo-know, all these cars have passed through our own shops, have been put into the very finest of mechanical condition, have been repainted, refinished, and are every bit as good looking as the average new car that is sold at a medium price "Most of the cars that will be show

are of course, Locomobiles and the feet that many Locomobile owners have traded their care back for new beco-mobiles is one sure proof of the con-fidence that these owners have in Loc-

seats divide, and with the two seats the car comfortably carries seven. The plate glass sides in this car completely disappear when you want an open touring car, and this change can be made in a moment.

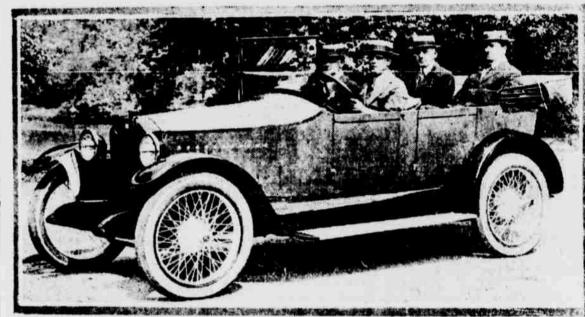
The Mitchell cabriolet is another four season model, it is a three passenger come with an auxiliary seat for the cars we are selling at very senger come with an auxiliary seat for the cars we are selling at very moderate prices incorporate every by control of the complete cars. that makes the new Locomobile warm every cent of the forty-six hundred dollars and up that it costs I know that we could sell every car that we have this exhibition as quickly as the sale

men could take the orders.
"These cars are guaranteed to exactly the same as new Locomobiles and in their present perfect mechanics condition and outward appearance ar-worth at least half again as much as we

mobile Company is unique in automobile circles inasmuch as it contains unde one roof the executive and sales organization, the exchange car department and

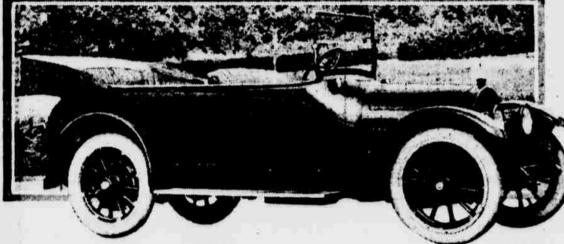
By an arrangement that became effect

The New Liberty Car Has Unusual Features of Comfort.



Liberty car, with John F. Plummer, president of the Colonial Motors, Inc., the New York distributors of the car. In the rear seat, behind Mr. Owen, is Arnold Wood, associated with Mr. Plummer in Colombi Motors as vice-president. The fourth man is Arthur Smith. The Liberty has attracted widesprend comment on account of the unusual details arranged for the owner's comfort.

Fine New Cadillac Seven Passenger Car Is Here.



reception. To-day the wenderful performance of the 31,000 eight-cylinder formance formance of the successful content in an enthusiasm and confidence strength end by experience. We all believed from watching the production and delives of the last car of the Type 53 sertion had been reached and that nothing more could be done for several years beyond changes in body details to improve or add to the efficiency of this eight cylinder chassis as a whole. We have always been proud to seil Cadillac cars. We felt that in the last model we had a car that could be sold during another year with only current style charges in body design and still give full value to the public and more than satisfy ever demand of the motorist.

"Dout two weeks ago our first Type Scar was received. We learned of its lengthened wheelbase, in reased efficiency and been grand body changes through our advance descriptive matter, but it needed the creater of the car to make us un-

One of the most enthusiastic sales organizations on Broadway is that of the Detroit Cadillac Motor Car Company of New York. The 1917 Cadillac is here. From President Inglis Uppercu down everybody looks for a wonderful year. Sales Manager Hugh T Porter was persuaded to give his impressions, and here they are:

were but few. The body has been re-designed, the new outlines adding not a little to the former pleasing appearance of the car. Instead of the dark green body finish used in preceding models the Cadillac is now finished in dark blue as far as open models are concerned. The closed cars are still of the same dark green.

was persuaded to give his impressions, and here they are:

"Two years are, when the first eightcylinder car was received, there was received, there was apprehension. New and untried before the public, the sales organization, notthe public, the sales organization, notwithstanding its complete confidence in the Cadillac manufacturing organization, enterlained certain quiet doubts as to its reception. To-day the wonderful performance of the 21-000 eight-eylinder chasis have been rigidly adhered to as represented in the manufacture and design of the original reception. To-day the wonderful performance of the 21-000 eight-eylinder chasis have been rigidly adhered to as represented in the manufacture and design of the original reception. To-day the wonderful performance of the 21-000 eight-eylinder chasis have been rigidly adhered to as represented in the manufacture and design of the original reception. To-day the wonderful performance of the 21-000 eight-eylinder chasis have been rigidly adhered to as represented in the manufacture and confidence site of the sales or an expectation. To-day the wonderful performance of the 21-000 eight-eylinder chasis have been rigidly adhered to as represented in the manufacture and own include are three striking disclosures, the seven-passenger convertible type of body, the four-passenger convertible type of body, the four-passenger convertible type of body, the four-passenger club roadster. In addition to these are offered a complete arm of the four-passenger represented in the manufacture and confidence site of the motor, this has been rigidly and the four-passenger club roadster. In addition to these are offered a complete arm of the four-passenger club roadster. In addition to these are offered a complete arm of the four-passenger club roadster. In addition to these are offered a complete arm of the four-passenger club roadster. In addition to these are offered a complete arm of the four-passenger club roadster. In addition to these are offered a co

Limousines, Coupes, Cabriolets, Sedans, Landaulettes, etc. Cardillets, etc. Grafil Standard Makes Such as Cadillacs, Hudsons, Buicks, Pierces, Packards, Locomobiles, Overlands, Studebakers, Many most unusual opportunities At Touring Car Prices. Demonstrations Given, Easy Payments Arranged: Automobiles Traded. End of Season. Sale On Open Cars. Closing Out All Our Touring and Roadsters At Exceptionally Low Prices. 1013-1016 Cadillacs, \$250 up. 1014-1016 Mitchells, \$300 up. 1010-1016 Overlands, \$125 up; 1915 Speedster chrand new, \$750; 1916 Chevrolet, 1015 Studebaker, 1012-1015 Packards, Hemaults flye passenger; \$375; Chalmers Roadster, \$225. Other cars awaiting offers Early selection is suggested! Jandorf Automobile Co. 1761, 1763 B'way, 5716 8t.

We Repair Auto Radiators, Lampa We Repair Windshields, Horna, Tanks, HUDSON AUTO LAMP WORKS, INC. 1648-50 Broadway N. V. Circle 2064-868, 1004 Bedford Av., Balyn. Tel. 1227 Decatur. 1916 STUTZ TOURING—Four passenger, special Buildog: bargain. Roskam-Scott Co., 1896 Broadway. Mercers, which are ready for a gruelling contest after months of preparation, one of them driven by Eddie Pullen, back on the track after almost a year's ab-sence. Mulford in his speedy Peugeot, O'Donnell, who has been out of the hos-

1916 NATIONAL Six passenger: 1960 new, bargain, Roskam-Scott Co., 1820 Broadway.

for more than \$6,000 people and parking space for 10,000 cars. In spite of its great capacity the Sheepshead Bay plant will undoubtedly be taxed to its utmost

management has opened an office; at all ticket agencies, R. H. Macy's service

bureau in Manhattan and at Abraham & Straus's in Brooklyn. HELPFUL HINTS.

In case of the failure of a connecting rod bearing, or of any other trouble-which is apt to result in the dropping of small particles of metal into the best-

of small particles of metal into the not-tion of the crank case, there is a possi-bility of the small pieces getting into the oil pump, if one is used, and inter-fering with the action of the check valve. The screens necessarily are of rather course mesh, and good sized particles can pase through. Draining out the oil and washing the case are advisable.

Quite often carburetor trouble can be traced back to the intake valves. If one of the intake valves does not seat prop-erly or if the valve stem sticks in its guide occasionally, it will be a difficult

AUTOMOBILE

EXCHANGE

Advance Sale of Closed Cars.

washing the case are advisable

the great day. Tickets are on sale 1624 Broadway, where the speedway

TRUCK, brand new, also used one, big bargains. 20th Century Co., 1624 Broadway 1915 CADILLAC LANDAULET Perfect condition, like new; bargain. Roskum Scott Co., 1896 Broadway.

Automobile Supplies

TIMEN-BEARINGS-HYATT.
New Departure Service Sta The Gwilliam Go

ACCESSORY LEADERS

Branch Store, 44 Broad St., Portchester, N. Y.

CHANDLER SIX -

Convertible Sedan \$1895

This Sedan, mounted on the beautiful Chandler Chassis, is of the permanent roof type. It can be instantly converted from a perfect Sedan into an open, permanent roof touring car. It is only because we have placed a very large order for these Sedan bodies that we can afford to price them at such a remarkably low figure. You will find this an ideal car for those invigorating Fall tours-for town use, too. Place your order for this Chandler for Fall use, and make certain that you secure the genuine Springfield Sedan and not an imitation.

BRADY-MURRAY MOTORS CORPORATION

New York's Most Complete Motor Car Institution

1200

1884 Broadway, at 62nd Street Telephone, 9175 Columbus FARRELL AUTO CO. W. C. D. MOTOR CAR CO. C. T. BECKMAN & SON 1384 Bedford Ave., Brooklyn 299 Central Ave., Newark 2351 Boulevard, Jersey City

CHANDLER MOTOR CAR CO., CLEVELAND, OHIO